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SUBJECT: EGYPT PUBLIC DIPLOMACY RESULTS AND ACTIVITIES  
(03/31/05-04/20/05)

REF: CAIRO 2736

Public Diplomacy programming in Egypt for this reporting period continued to address the full range of Post's MPP themes. This programming included Earth Day lectures, a lecture series on U.S. foreign policy, a DVC on Islam in America, and the launching of a new book/film series. Post also recorded positive results from its exchange program participants and its support for a local English language conference. Summary reports follow. Reftel is post's most recent prior submission for NEA/PPD reporting and IIP's PD results database.

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RESULTS  
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(04/18/05) EGYPTIAN IVL GRANTEEES RETURN WITH BIG PLANS

Three recent Egyptian participants in the International Visitor Leadership (IVL) Program have come home full of ambitious plans for expanded U.S.-Egypt cross-cultural cooperation, and they already are taking steps to put those plans into action. A journalist, whose IVL program theme was conflict resolution, is working to establish a conflict resolution center within a major government-run think tank, with his supervisor's support. Since his return, this journalist has also published three positive commentaries about his IVL experience. Another recent IVL grantee, whose program theme was the Performing Arts in America, has already been in to the Embassy to propose collaboration on new translations of American plays and their subsequent staging in Egypt. Among her ideas: an all-woman performance of American monologues in Arabic. A third grantee, an academic who had never before traveled to the U.S. is now working to create an American Studies Association for Egypt and a new American Studies Institute.

MPP GOAL: MUTUAL UNDERSTANDING

(04/12 - 04/13/05) CAIRO RELO SUPPORTS ENGLISH  
TEACHING CONFERENCE, NEW ON-LINE ENGLISH COURSES

The Embassy's Regional English Language Office (RELO) supported Ain Shams University's 25th National CDELT Symposium (Current Developments in English Language Teaching), providing speakers and support materials. The Cairo RELO sponsored two American speakers on "English of Young Children in Egypt" and "Creating More Successful Readers and Writers," as well as a talk by five alumni of the ECA-funded "E-Teacher" program, who described their online English learning experiences with American universities. RELO staff gave all conference participants a copy of the "Young Learners" issue of ECA's "English Teaching FORUM" magazine, along with Cairo IRC-prepared materials. The Egyptian E-Teachers announced that they will be launching two on-line English teaching courses for Egyptian educators at the end of June 2005: English for Young Learners and Business English.

MPP GOAL: MUTUAL UNDERSTANDING

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ACTIVITIES  
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(04/12 - 04/19/05) EMBASSY PROGRAMS SELF-PROCLAIMED  
"NEO-CON," SPARKING LIVELY DEBATES

Responding quickly to the availability of a prominent foreign policy analyst and self-proclaimed neo-conservative from the American Enterprise Institute, the Embassy arranged program appearances for him, in both Cairo and Alexandria, before professional groups (Al Ahram Strategic Center, Egypt's Council on Foreign Relations, and Cairo U's American Studies Center), as well as media appearances (press roundtable, radio interview, and live TV debate). The well-attended lectures covered a wide range of foreign policy

topics, with audiences expressing appreciation for the speaker's candor. The media appearances enabled a much wider audience to hear directly from an articulate spokesman for a controversial segment of the U.S. political spectrum.

MPP GOAL: REGIONAL STABILITY

(04/09/05) WITH EMBASSY SUPPORT, FULBRIGHT SCHOLAR INSPIRES EGYPTIAN YOUTH TO PROTECT THE ENVIRONMENT  
In celebration of Earth Day, the Embassy sponsored lectures by a visiting Fulbright scholar and U.S. Environmental Protection Agency (EPA) attorney, who discussed the history of environmental conversation and awareness in the U.S. The lectures, in both Cairo and Alexandria, primarily targeted non-English speaking environmental activists, journalists, and students/youth club members. The latter were particularly keen to hear how they might help protect Egypt's environment. The Embassy worked with Egypt's National Environmental Protection Society to present these programs, highlighted an area in which Egyptians and Americans are successfully cooperating.

MPP GOAL: ECONOMIC PROSPERITY

(04/20/05) DVC PREPS YES GRANTEES FOR YEAR IN AMERICA  
To help prepare 40 Egyptian students selected for YES grants (the Department's Partnerships for Learning, Youth Exchange and Study Program) to study for one year in the U.S., the Embassy organized a digital video conference (DVC) with a leading Arab-American Imam to discuss Muslim life in America. Over 100 attended, including new grantees and their parents, as well as alumni. The DVC covered cultural differences and tactics for adjusting to life in the U.S.

MPP GOAL: MUTUAL UNDERSTANDING

(04/13) AMERICAN CENTER IN ALEXANDRIA DRAWS HEAVILY ON IIP MATERIALS, RBO TITLES TO CELEBRATE EARTH DAY

The American Center in Alexandria (ACA) contributed to Alexandria University's Earth Day celebration with a booth exhibiting environmental books in Arabic from the Cairo Regional Book Office (RBO), the IIP publication: "Focus on Desertification," relevant English language books from the ACA's Information Resource Center (IRC), IIP Earth Day posters, and the IIP-produced paper show "Environmental Action in America." Visitors to the ACA booth received an information packet including articles on the environment reproduced from IIP's Washington File and the U.S. Environmental Protection Agency (EPA) website, as well as the IIP Electronic Journal "Shared Oceans, Shared Future." In all, over 500 RBO books, 100 IRC information packets, and 480 presentation copies of IIP's Hi Magazines were distributed.

MPP GOAL: ECONOMIC PROSPERITY

(04/11) AMERICAN CENTER LAUNCHES LITERARY FORUM

The American Center in Alexandria (ACA) launched a new monthly "Literary Forum" with a film showing and a book discussion of Anne Tyler's "The Accidental Tourist." ACA staff chose the book to commemorate National Women's History month in March. An enthusiastic audience included professors and graduate and undergraduate students participating in a discussion of Tyler and American women's writing generally. The ACA's Information Resource Center (IRC) provided reviews of Tyler's books, as well as articles by and about her, including a biography.

MPP GOAL: MUTUAL UNDERSTANDING

GRAY